

## Opportunistic Proposal

Originator: M. J. McHugh RBM #1200

Brand: Doral

Date: 2/24/98

DTS Date: 3/2/98

### Background

Why are we doing this program?

*Increase Doral SOM / SOC in N. Y. Metro Region Reservation Stores. These are all high volume outlets. There are 4 locations. They average over 6,000 cpw.*

What are the important factors (what, where, how big) related to this program?

Current performance as it relates to this program.

*Private Stock heavily entrenched as the value brand of choice among consumers frequenting these locations.*

*Doral SOM = 1.8%      Doral SOC = 7.6%*

*Private Stock SOM = 8.39%      Private Stock SOC = 35.2%*

*Private Stock sales 4 locations combined = 2000+ cpw*

*Private Stock = 3 of top 12 brand styles (all) in these locations. 4 of top 20. 7 of top 29.*

*Other opportunity Savings Brands: Montclair = 2.6% SOM 10.9% SOC*

*Basic = 2.4% SOM 10.1% SOC      Misty = 1.7% SOM 7.1% SOC      GPC = 1.4% SOM 5.9% SOC*

*Savings Brands represent 23.84% of all cigarettes sold in these outlets*

### Objective

Clearly state measurable objective with an action standard included.

*Grow Doral SOM / SOC by driving awareness of Doral's overall equity + pricing positioning. Drive Doral and Co. awareness through personal selling kits to generate names for Doral's database. Focus on awareness of 1 free carton with 70 pack seals offer.*

### Analysis

What are the causative facts driving current performance?

*Private Stock is heavily entrenched in these outlets due to consumer perception that it offers them the best value for their dollar. Consumers who shop these locations come with shopping lists and don't interact well with in store promotion.*

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### Program Specifics

How will the objective be achieved?

*Beginning March 2, 1998 through June 2, 1998, every Savings brand consumer shopping in these locations will be handed their purchase in a Doral shopping bag, regardless of the brand(s) they purchase. Each bag will contain a personal selling kit offering coupons for future purchases as well as a name generation card. The consumers that shop in these locations have already gone out of their way to get a deal. They have time on their hands. These are high prospects to take the time to fill out and mail in our BRC. The 1-800 - 74 - DORAL phone number will be prominently displayed in each location. Retail clerks will also be utilized to convey the Doral and Co. message to consumers.*

Logistical plan, time line, any resources needed from others?

*SR and RR to implement program at store level. 4 Locations*

*Program to run from March 2, 1998 through June 2, 1998.*

*Resources needed from The Doral Brand: 25,000 shopping bags and 25,000 personal selling kits.*

### Measurement of Results

Explain how and when the results will be measured.

*All Results will be measured via AIM 185 reports comparing the pre test period 12/1/97 - 3/1/98 vs. the post test period. Two of the four locations scan all purchases. Scan data from these locations will be utilized in addition to AIM to track program effectiveness. Doral database will also be monitored to see effectiveness of consumers sending in BRC's.*

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